

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 963466 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Candidate</u>		
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Estimate #</u> 12538	
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

Spots/

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/15/12	10/19/12	5a A7N More In The AM	5-6a		:30			NM	3	\$450.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M--TF--				3	\$150.00			
N 2	KOAT	10/15/12	10/17/12	6a A7N More In The AM	6-7a		:30			NM	2	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-W----				2	\$400.00			
N 4	KOAT	10/16/12	10/18/12	Good Morning America	7-9a		:30			NM	2	\$600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-T-T---				2	\$300.00			
N 10	KOAT	10/16/12	10/17/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-T-----				1	\$175.00			
N 17	KOAT	10/15/12	10/19/12	Ellen 3-4p	3-4p		:30			NM	4	\$500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MT-TF--				4	\$125.00			
N 19	KOAT	10/16/12	10/19/12	Dr Oz	4-5p		:30			NM	3	\$975.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-TW-F--				3	\$325.00			
N 21	KOAT	10/19/12	10/19/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	----F--				1	\$350.00			
N 23	KOAT	10/17/12	10/17/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
963466 /	

Contract Dates	Product	Estimate #
10/15/12 - 10/21/12	Candidate	12538

Advertiser	Original Date / Revision
Heinrich/D/Senate	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --W---- 1 \$525.00												
N 25	KOAT	10/16/12	10/19/12	Entertainment Tonight 630-7p	630-7p		:30			NM	4	\$2,000.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$500.00												
N 29	KOAT	10/15/12	10/18/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M--T--- 2 \$400.00												
N 37	KOAT	10/17/12	10/17/12	Nightline	1105-1135p		:30			NM	1	\$185.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --W---- 1 \$185.00												
N 43	KOAT	10/21/12	10/21/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----S 1 \$400.00												
N 44	KOAT	10/21/12	10/21/12	5-6a	5-6a		:30			NM	1	\$75.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----S 1 \$75.00												
N 45	KOAT	10/15/12	10/15/12	DWTS	7-10p		:30			NM	1	\$2,100.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$2,100.00												
N 46	KOAT	10/21/12	10/21/12	SENATE DEBATE	6-7p		:30			NM	1	\$900.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----S 1 \$900.00												
N 47	KOAT	10/18/12	10/18/12	LAST RESORT	7-8p		:30			NM	1	\$900.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ---T--- 1 \$900.00												
Totals											29	\$11,735.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/21/12	29	\$11,735.00	\$9,974.75	\$698.23	\$10,672.98
Totals	29	\$11,735.00	\$9,974.75	\$698.23	\$10,672.98

Signature: _____ Date: _____

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<u>Contract / Revision</u> 944676 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 11649
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/11/12 / 10/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 25	KOAT	10/15/12	10/19/12	Entertainment Tonight 630-7p	630-7p		:30			NM	5	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$500.00			
N 27	KOAT	10/16/12	10/16/12	DWTS	7-8p		:30			NM	1	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KOAT	10/15/12-10/21/12	DWTS	7-8p	-Tu-----	:30		\$2,500.00	NM		
	See MG 27.4											
	4	KOAT	10/15/12-10/21/12	DWTS	9-10p	-Tu-----	:30		\$2,400.00	NM		
	Ⓜ MG for 27.3 10/16											
N 29	KOAT	10/16/12	10/19/12	Action 7 News @ 1030p	1030-1105p		:30			NM	3	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TW-F--				3	\$400.00			
N 33	KOAT	10/19/12	10/19/12	Shark Tank	7-8p		:30			NM	1	\$875.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$875.00			
N 38	KOAT	10/20/12	10/20/12	5-6a	5-6a		:30			NM	1	\$90.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$90.00			
Totals											78	\$35,295.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/21/12	78	\$35,295.00	\$30,000.75	\$2,100.05	\$32,100.80
Totals	78	\$35,295.00	\$30,000.75	\$2,100.05	\$32,100.80

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<u>Contract / Revision</u> 944676 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Product</u> Candidate	<u>Estimate #</u> 11649
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/11/12 / 10/11/12

Signature: _____ Date: _____

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<u>Contract / Revision</u> 944676 /		<u>All Order #</u>
<u>Product</u>		
<u>Candidate</u>		
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Estimate #</u> 11649	
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 25	KOAT	10/15/12	10/19/12	Entertainment Tonight 630-7p	630-7p		:30			NM	5	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$500.00			
E 27	KOAT	10/16/12	10/16/12	DWTS	7-8p		:30			NM	1	\$2,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KOAT	10/15/12-10/21/12	DWTS	7-8p	-Tu-----	:30		\$2,500.00	NM		
	See MG 27.4											
	4	KOAT	10/15/12-10/21/12	DWTS	9-10p	-Tu-----	:30		\$2,200.00	NM		
	Ⓜ MG for 27.3 10/16											
E 29	KOAT	10/16/12	10/19/12	Action 7 News @ 1030p	1030-1105p		:30			NM	3	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TW-F--				3	\$400.00			
E 33	KOAT	10/19/12	10/19/12	Shark Tank	7-8p		:30			NM	1	\$875.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$875.00			
E 38	KOAT	10/20/12	10/20/12	5-6a	5-6a		:30			NM	1	\$90.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$90.00			
N 42	KOAT	10/19/12	10/19/12	PRIMETIME	8-9p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,100.00			
Totals											79	\$36,195.00

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Contract / Revision	Alt Order #
944676 /	

Contract Dates	Product	Estimate #
10/15/12 - 10/21/12	Candidate	11649

Advertiser	Original Date / Revision
Heinrich/D/Senate	10/12/12 / 10/12/12

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/21/12	79	\$36,195.00	\$30,765.75	\$2,153.60	\$32,919.35
Totals	79	\$36,195.00	\$30,765.75	\$2,153.60	\$32,919.35

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